

## Career Development

### Personal Branding Course Outline:

#### Module One: Getting Started

- Housekeeping items
- Pre-Assignment Review
- Parking Lot
- Workshop Objectives
- Action Plans

#### Module Two: Defining Yourself (I)

- If You Don't, They Will
- Brand Mantra
- Be Real
- SWOT Analysis
- Case Study
- Module Two: Review Questions

#### Module Three: Defining Yourself (II)

- Pillars
- Passions
- Define Your Strengths
- The Three C's
- Case Study
- Module Three: Review Questions

#### Module Four: Controlling and Developing Your Image

- Clear and Defined
- Consistent Image
- It Takes a Commitment
- Live It Every Day
- Case Study
- Module Four: Review Questions

#### Module Five: Personal and Professional Influences

- Corporate and Personal Integration
- They Will Influence Each Other
- Be a Professional
- Build Rapport
- Module Five: Review Questions

#### Module Six: Sharpening Your Brand

- Blogging
- Authenticity is Key (always be authentic)
- Transparency
- Networking
- Case Study
- Module Six: Review Questions

#### Module Seven: Appearance Matters

- First Impressions
- Rise Out of The Crowd
- True Reflection
- Dress For Success
- Case Study
- Module Seven: Review Questions

#### Module Eight: Social Media (I)

- Needs Constant Monitoring
- Security
- Have an Objective
- Promote
- Case Study
- Module Eight: Review Questions

## **Module Nine: Social Media (II)**

- It's a Tool
- Content is King
- Have a Gimmick
- Don't Ignore Any Mentions
- Case Study
- Module Nine: Review Questions

## **Module Ten: Brand Management During a Crisis**

- Caught In a Bad Spot?
- Never Burn a Bridge
- Information
- Monitor and Respond
- Case Study
- Module Ten: Review Questions

## **Module Eleven: Branding Personality Traits**

- Identify Your Unique Values
- Be Bold
- Think Outside the Box
- Fail. Learn. Repeat
- Case Study
- Module Eleven: Review Questions

## **Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations